BUREAU OF *Statistics*

Yukon Alcohol Sales 2004/'05

Figures released by the Yukon Liquor Corporation for the fiscal year April 1, 2004 to March 31, 2005 show that 4,490,500 litres of liquor were sold in the Yukon. This volume of liquor was made up of 3,792,200 litres of beer and cider, 467,300 litres of wine and 230,900 litres of spirits.

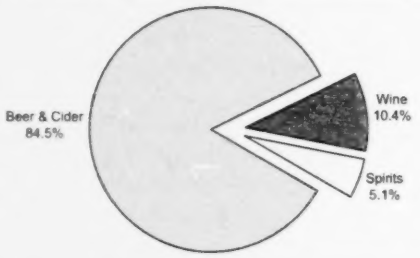
1

Volume of Liquor Sold, in Litres

The 2004/'05 figure of 4,490,500 litres of liquor sold represents a **2.2% increase** from the 2003/'04 level of 4,395,800 litres sold.

Over the same period, spirit sales increased 2.7%, and beer and cider sales increased 1.8%. Wine purchases were up by 4.9%.

Beer and cider accounted for 84.5% of total liquor purchases in 2004/'05. Wine was a distant second at 10.4% and spirits were third at 5.1%.



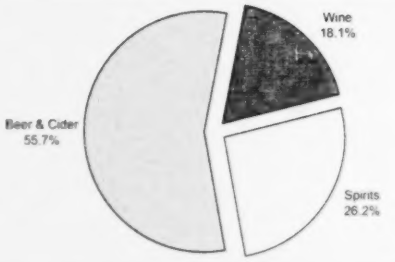
2

Value of Liquor Sold, in Dollars

The 2004/'05 sales figure of $27,676,700 of liquor sold represents a **4.5% increase** from the 2003/'04 level of $26,483,400.

Over the same period, revenue from spirits ($7,250,300) increased 2.0%, wine ($4,998,700) increased 6.5%, and beer ($15,427,600) increased 5.1%.

Beer and cider accounted for 55.7% of total sales of liquor in 2004/'05. Spirits were second, at 26.2%, and wine last with 18.1% of total sales.

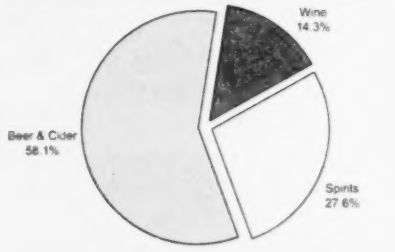


3

Total Volume of Liquor Sold, by Alcohol Content

Different types of liquor contain different amounts of absolute alcohol. On average, beer and cider contain 5% alcohol by volume, spirits 39%, and wine 10%.

For 2004/05, the largest share (58.1%) of total absolute alcohol was purchased in the form of beer and cider. Spirits were second with 27.6%, and wine accounted for the remaining 14.3%.



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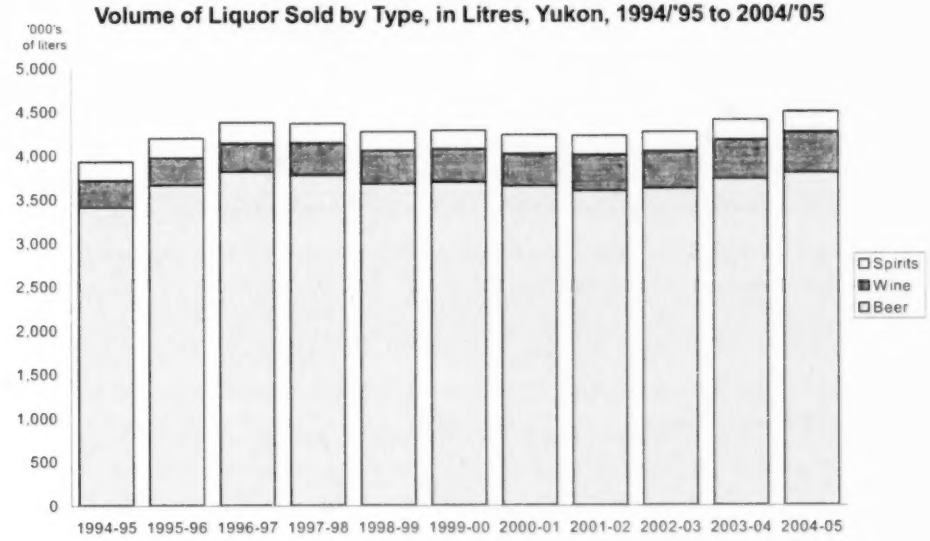
4 Volume of Liquor Sold by Type

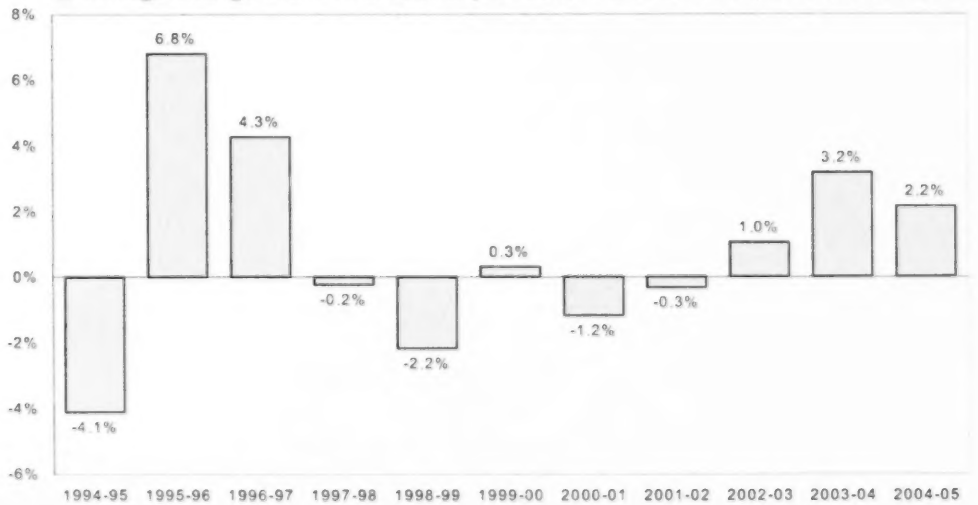
Volume of Liquor Sold by Type, in Litres, Yukon, 1994/'95 to 2004/'05



The 2004/'05 figure of 4,490,500 litres of total liquor sold represents a 2.2% increase from the 2003/'04 level of 4,395,800 litres sold. The 2003/'04 figure was 3.2% higher than the previous year, 2002/'03, in which 4,260,600 litres of liquor were sold. The 2004/'05 volume figure of 4,490,500 litres sold was the highest volume figure over the last eleven years, while the lowest was recorded in 1994/'95, when 3,927,900 litres of liquor were sold.

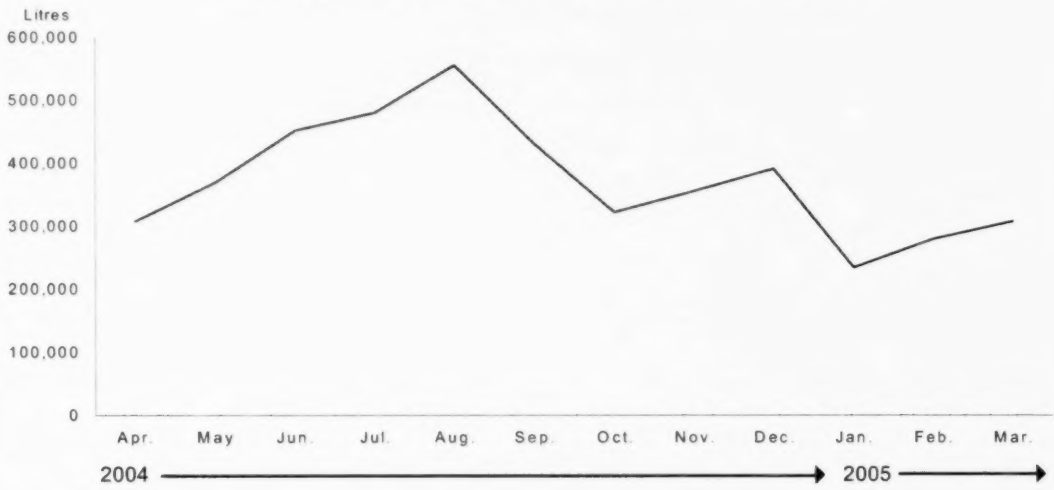
The chart below shows the change in the volume of liquor sold from year to year. The largest decrease in liquor volume occurred between 1993/'94 and 1994/'95 (-4.1%). The largest increase in sales occurred between 1994/'95 and 1995/'96 (6.8%). A large portion of the change in yearly liquor sales is related to changes in the Yukon population. This is especially true in Faro, where the population has fluctuated dramatically following the closure of the Anvil mine. *(See page 4 for liquor sales by community.)*

Percentage Change in the Volume of Liquor Sold, in Litres, Yukon, 1994/'95 to 2004/'05



5 Volume of Liquor Sold by Month

Volume of Liquor Sold (litres) by Month, Yukon, 2004/'05

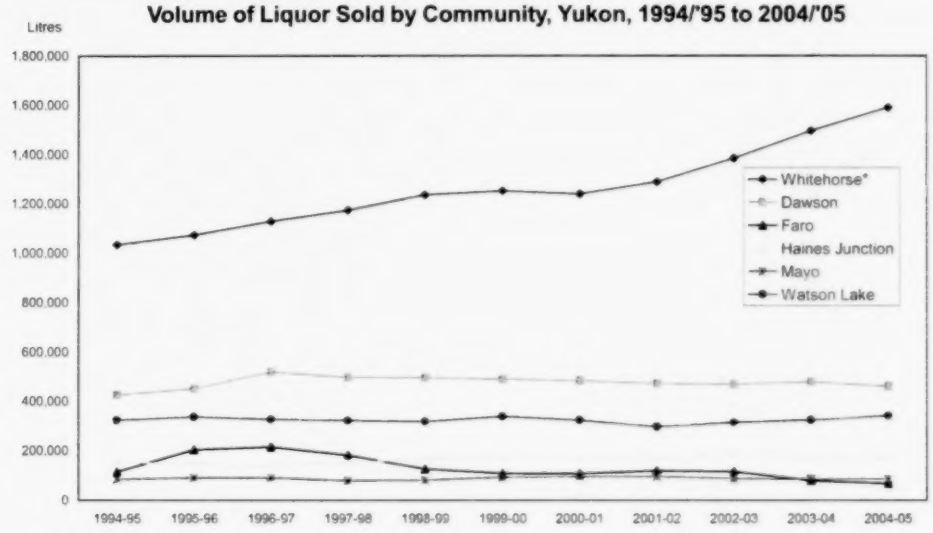


Liquor sales in the Yukon follow a distinct seasonal cycle, peaking in the summer months. In 2004/'05, there were 556,000 litres of liquor sold in August 2004, which accounted for 12.4% of the yearly total. In January 2005, there were 234,800 litres of liquor sold, which accounted for only 5.2% of the yearly total. The large number of travellers visting the Yukon and the influx of seasonal workers may be responsible for a portion of the increased sales during the summer months. *This should be taken into account when comparing per capita liquor consumption in the Yukon with other jurisdictions.* The table below shows monthly sales figures from 1997/'98 to 2004/'05:

Volume of Liquor Sold by Month, in Litres, Yukon, 1997/'98 to 2004/'05

	1997/'98	1998/'99	1999/'00	2000/'01	2001/'02	2002/'03	2003/'04	2004/'05
April	326,767	308,825	272,829	350,087	335,241	317,171	331,212	307,798
May	366,462	361,787	348,493	351,116	339,674	352,816	354,059	369,300
June	433,741	433,249	402,963	450,910	421,317	416,477	417,861	452,039
July	467,194	486,987	469,178	456,067	456,427	455,828	474,484	480,493
August	539,050	615,001	529,277	506,528	507,483	496,104	532,901	556,048
September	423,773	358,247	343,515	401,767	398,418	415,670	415,927	431,355
October	295,967	275,296	369,766	284,513	291,093	304,345	311,642	322,301
November	349,034	320,328	346,541	326,439	338,281	342,448	352,428	356,043
December	375,113	352,159	385,231	355,435	375,579	389,014	385,308	391,811
January	233,707	212,524	218,830	234,042	238,811	232,213	236,443	234,776
February	274,246	253,804	271,175	279,803	266,171	272,907	293,699	280,075
March	278,031	289,668	323,323	233,748	247,905	265,622	289,808	308,420
Total	**4,363,085**	**4,267,876**	**4,281,122**	**4,230,454**	**4,216,399**	**4,260,613**	**4,395,771**	**4,490,460**

6 Volume of Liquor Sold by Community



From 2003/'04 to 2004/'05 the volume (in litres) of liquor sold in the communities changed as follows:

- In Dawson, the volume decreased by 3.7%, from 480,200 in 2003/'04 to 462,400 in 2004/'05.
- In Faro, the volume decreased by 16.2%, from 80,100 in 2003/'04 to 67,200 in 2004/'05. Faro's decrease in sales volume can be attributed in part to a major business customer now buying directly from the YLC warehouse.
- In Haines Junction, the volume decreased by 0.4%, from 173,200 in 2003/'04 to 172,600 in 2004/05.
- In Mayo, the volume decreased by 0.8%, from 86,000 in 2003/'04 to 85,300 in 2004/'05.
- In Watson Lake, the volume increased by 5.3%, from 324,200 in 2003/'04 to 341,300 in 2004/'05.
- In Whitehorse*, the volume increased by 6.3%, from 1,496,300 in 2003/'04 to 1,591,100 in 2004/'05.

**Does not include YLC Warehouse sales*

Notes: **Liquor Purchases** are based on sales data provided by Yukon Liquor Corporation annual reports. The Yukon Liquor Corporation (YLC) is a Yukon Territory crown corporation responsible for the administration of the Liquor Act and Regulations, and for the purchase and sale of all alcoholic beverages in the Territory. The Corporation's fiscal year is from April 1st to March 31st. Sales figures do not include commercial/home wine- and beer-making. **Absolute Alcohol** volumes are derived from the relative alcohol content of the spirits, beer, and wine sold. The percentages used for alcohol by volume are: spirits, 39%; wine, 10%; and beer, 5%.

Yukon
Executive Council Office
Bureau of Statistics

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